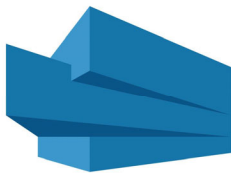


# Economic Development Department – Hotel Occupancy Tax Program Overview

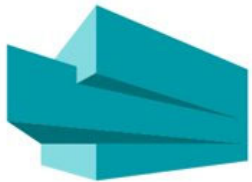
Sylvia Holt Rabb, Deputy Director  
Economic Development Department  
March 8, 2021



**Economic  
Development**  
CITY OF AUSTIN

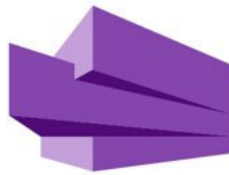
# EDD - Divisions

The Economic Development Department's mission is to promote a competitive, sustainable and equitable economy for all. EDD achieves this mission through its six divisions.



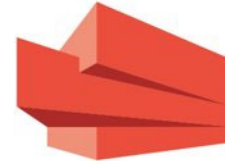
## Cultural Arts

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



## Music & Entertainment

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



## Global Business & Expansion

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



## Heritage Tourism

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



## Redevelopment

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



## Small Business

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT



# Policy & Statute Alignment

## HOTEL OCCUPANCY TAX (HOT)

- To directly support “the encouragement, promotion, improvement, and application of the arts” by investing in the growth of Austin’s cultural producers.
- Funded contractors will “present, perform, promote, encourage or otherwise make possible” cultural events that are promoted and open to the public.

## CITY OF AUSTIN PRIORITIES

- To support the City’s priorities in equity, leading with a lens of racial equity and healing and correcting past disparities in funding.
- To advance the goals of the Strategic Direction 2023, including:
  - Culture & Lifelong Learning indicators by elevating the quality of cultural resources, investing in the vibrancy of the creative industry, and honoring ethnic heritage.
  - Economic Opportunity & Affordability through supporting job and workforce development, and industry stabilization.

# Cultural Arts Fund

	2017-18	2018-19	2019-20	2019-20	2020-21
	Actual	Actual	Estimated	Amended	Approved
<b>Beginning Balance</b>	<b>4,518,915</b>	<b>3,215,422</b>	<b>2,960,636</b>	<b>1,758,364</b>	<b>(1,081,241)</b>
<b>Revenue</b>					
Interest	56,500	70,152	50,335	25,000	30,000
<b>Total Revenue</b>	<b>56,500</b>	<b>70,152</b>	<b>50,335</b>	<b>25,000</b>	<b>30,000</b>
<b>Transfers In</b>					
Other Funds	11,231,717	12,639,480	8,623,318	11,880,629	7,790,403
Convention Center	0	0	0	3,144,447	0
<b>Total Transfers In</b>	<b>11,231,717</b>	<b>12,639,480</b>	<b>8,623,318</b>	<b>15,025,076</b>	<b>7,790,403</b>
<b>Total Available Funds</b>	<b>11,288,217</b>	<b>12,709,631</b>	<b>8,673,653</b>	<b>15,050,076</b>	<b>7,820,403</b>
<b>Program Requirements</b>					
Cultural Arts and Contracts	12,677,444	13,001,908	12,715,530	12,808,430	7,234,262
<b>Total Program Requirements</b>	<b>12,677,444</b>	<b>13,001,908</b>	<b>12,715,530</b>	<b>12,808,430</b>	<b>7,234,262</b>
<b>Total Requirements</b>	<b>12,677,444</b>	<b>13,001,908</b>	<b>12,715,530</b>	<b>12,808,430</b>	<b>7,234,262</b>
Excess (Deficiency) of Total Available Funds Over Total Requirements	(1,389,227)	(292,277)	(4,041,877)	2,241,646	586,141
<b>Adjustment to GAAP</b>	<b>85,734</b>	<b>37,491</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Ending Balance</b>	<b>3,215,422</b>	<b>2,960,636</b>	<b>(1,081,241)</b>	<b>4,000,010</b>	<b>(495,100)</b>

# CULTURAL ARTS FUND

**401**  
Applications  
received in  
Core and  
CHFP

**FY20:**  
25 CHFP  
22 OS

**FY20:**  
64 PS I  
127 PS II  
163 PS III

**113 First  
Time  
Applicants**

**400**  
Recommended  
for funding

**FY 19:**  
19 CHFP  
22 OS

**FY 19:**  
66 PS I  
141 PS II  
174 PS III

**116  
ALAANA  
Applicants**

# Historic Preservation Fund

	2017-18	2018-19	2019-20	2019-20	2020-21
	Actual	Actual	Estimated	Amended	Approved
<b>Beginning Balance</b>	0	4,458,142	6,258,387	5,099,843	7,096,358
<b>Revenue</b>					
Interest	15,727	148,839	100,000	0	60,000
<b>Total Revenue</b>	15,727	148,839	100,000	0	60,000
<b>Transfers In</b>					
Other Funds	7,035,463	12,639,480	8,623,318	11,880,629	7,790,403
Convention Center	2,491,937	0	2,463,805	3,144,447	2,225,829
<b>Total Transfers In</b>	9,527,400	12,639,480	11,087,123	15,025,076	10,016,232
<b>Total Available Funds</b>	9,543,126	12,788,319	11,187,123	15,025,076	10,076,232
<b>Program Requirements</b>					
Heritage Tourism	0	2,661,023	4,474,152	6,005,629	13,429,216
<b>Total Program Requirements</b>	0	2,661,023	4,474,152	6,005,629	13,429,216
<b>Transfers Out</b>					
Trf to PARD CIP Fund	3,075,000	7,848,715	5,000,000	5,000,000	2,150,000
Trf to Library CIP Fund	489,883	500,000	500,000	500,000	500,000
TRF TO ECON GROWTH_DEV(D5507)	0	0	375,000	375,000	0
Trf to GGCIP fund	500,000	0	0	0	0
Trf to PW-Mobility CIP	321,700	0	0	0	0
<b>Total Transfers Out</b>	4,366,583	8,348,715	5,875,000	5,875,000	2,650,000
<b>Total Requirements</b>	4,366,583	11,009,738	10,349,152	11,880,629	16,079,216
<b>Excess (Deficiency) of Total Available Funds Over Total Requirements</b>	5,176,543	1,778,580	837,971	3,144,447	(6,002,984)
<b>Adjustment to GAAP</b>	0	21,665	0	0	0
<b>Ending Balance</b>	5,176,543	6,258,387	7,096,358	8,244,290	1,093,374

## Heritage Preservation Program – FY21 Approved Budget

Project	Department	District	Amount
Zilker Clubhouse Restoration	Parks and Rec.	8	\$1,365,000
Seaholm Intake Building Rehabilitation Phase I	Parks and Rec.	9	\$500,000
Small Scale Historic Preservation Projects	Parks and Rec.	Multiple	\$235,000
Interpretive and Wayfinding Signage at Historic Sites	Parks and Rec.	Multiple	\$50,000
Austin History Center Interior and Exterior Improvements	Library	9	\$500,000
<b>Capital Project Total</b>			<b>\$2,650,000</b>

# Heritage Preservation Program – FY21 Approved Budget

Operations Project	Department	District	Amount
Temporary staffing, five FTEs, general maintenance at the following historic sites: Old Bakery and Emporium, O. Henry Museum, Susanna Dickinson Museum, Elisabet Ney Museum, Oakwood Chapel Visitor Center, Montopolis Negro School	Parks and Rec., Economic Development	Multiple	\$1,524,819
Two FTEs, operations to manage fund, conduct promotional programming, education, outreach and projects related to Heritage Tourism	Economic Development	All	\$555,357
Citywide Historic Building Scan (Phase II)	Planning and Zoning Historic Preservation Office	All	\$120,000
Detailed Historic Building Survey: Downtown, Central South, Allandale / Brentwood / Crestview, and North Central Austin	Planning and Zoning Historic Preservation Office	1, 9	\$204,660
Austin History Center – Content and Digital Asset Management	Austin Public Library	9	\$33,000
<b>Operations Total</b>			<b>\$2,437,836</b>

# Heritage Preservation Program – FY21 Approved Budget

Heritage Grant Projects	Proposal	District	Amount
Austin Saengerrunde Home Company, Inc.	Scholz Garten Preservation Plan	1	\$10,382
Capitol View Arts	Huston-Tillotson Evans Industrial Hall Interpretive Project	1	\$31,083
Austin Revitalization Authority (Estate of Richard Overton)	Richard Overton Museum Development Plan	1	\$71,987
Huston-Tillotson University	Old Administration Building Roof Replacement	1	\$120,480
Metropolitan AME Church	Restoration of Bell Tower and Structure Stabilization	1	\$120,199
Save Austin's Cemeteries	Evergreen Cemetery Virtual Tour and Video	1	\$13,267
Soul of Latin America International Education Services LLC - Black Austin Historic Tours	Dedrick-Hamilton House: Black Austin Historic Tour Development and Promotions	1	\$5,250

# Heritage Preservation Program – FY21 Approved Budget

Ciscos Restaurant Bakery & Bar	Façade Exterior Restoration: Brick, Stone, Paint & Trim, Signage, Tilework, Windows/Sills, Murals	3	\$210,977
Hightower Abate Properties, Inc. (First Church of the Nazarene)	Foundation Repair	3	\$67,654
Austin Parks Foundation (Austin Tejano Trails)	Austin Tejano Trails Collateral, Trail Guide Translation, Tour Guide Microphone and Speaker	3	\$21,740
Zilker Botanical Garden Conservancy, Inc.	Collateral	8	\$3,071
Austin Theatre Alliance (The) - Paramount Theatre	Exterior North Wall Rehabilitation: Tuck-Pointing and Repair	9	\$202,208
Humanities Texas Inc (Byrne-Reed House)	Repair and Stabilize SE and NE corners of the first-floor porch	9	\$71,063
Pease Park Conservancy	Tudor Cottage Revitalization	9	\$203,792
German Texan Heritage Society (German Free School)	Historic Staircase Preservation Plan	9	\$37,148

# Heritage Preservation Program – FY21 Approved Budget

<b>Leadership Austin</b>	73+ Historic Site Walk of the Town Website, Interactive Tour Development and Promotions	9	\$99,350
<b>Shoal Creek Conservancy</b>	Historic Audio Walking Tour	9	\$13,978
<b>Friends of the Parks of Austin: Mayfield Park</b>	Restoration of Historic Masonry	10	\$37,492
<b>The Contemporary Austin Museum Inc (Laguna Gloria)</b>	Signage and Bilingual Family Visitor Guide	10	\$54,574
<b>Heritage Grants Total</b>			<b>\$1,395,695</b>

<b>Land Appropriation</b>	<b>Department</b>	<b>Amount</b>
Historic Land Acquisition	Office of Real Estate Services	\$9,595,685
<b>Land Appropriation Total</b>		<b>\$9,595,685</b>

<b>Total Requirements</b>		<b>\$ 16,079,216</b>
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# Live Music Fund

	2017-18	2018-19	2019-20	2019-20	2020-21
	Actual	Actual	Estimated	Amended	Approved
<b>Beginning Balance</b>	0	0	0	0	2,469,405
<b>Revenue</b>					
Interest	0	0	5,600	0	5,000
<b>Total Revenue</b>	0	0	5,600	0	5,000
<b>Transfers In</b>					
Convention Center	0	0	2,463,805	0	2,225,829
<b>Total Transfers In</b>	0	0	2,463,805	0	2,225,829
<b>Total Available Funds</b>	0	0	2,469,405	0	2,230,829
<b>Program Requirements</b>					
Music and Entertainment Division	0	0	0	0	3,000,000
<b>Total Program Requirements</b>	0	0	0	0	3,000,000
<b>Total Requirements</b>	0	0	0	0	3,000,000
<b>Excess (Deficiency) of Total Available Funds Over Total Requirements</b>	0	0	2,469,405	0	(769,171)
<b>Adjustment to GAAP</b>	0	0	0	0	0
<b>Ending Balance</b>	0	0	2,469,405	0	1,700,234

## FY21-22 Budget – Key Dates

- May 7: Department Budgets Due To The Budget Office
- July 9: Present the Proposed FY21-22 Budget To City Council
- July 22: First Budget Hearing
- July 27: City Council Budget Work Session
- July 29: Second Budget Hearing
- Aug. 3: City Council Budget Work Session
- Aug. 11: Tax Rate Hearing And Budget Adoption

An aerial photograph of Austin, Texas, showing a dense urban skyline with various skyscrapers in the background. The foreground is dominated by lush green trees and parkland, with a winding path or river visible. The entire image is overlaid with a semi-transparent dark blue filter.

# Building an Equitable Cultural Funding Review: Arts • Heritage • Music

**Economic Development Department**



## Priority Given To

- Proposals that directly enhance cultural experiences for tourists and convention delegates, including projects that highlight underrepresented histories and narratives.
- Individuals and organizations from the Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+ and Disability communities and other historically underrepresented and under-served communities.
- Sustaining and growing Austin's cultural infrastructure so that all may share in the economic and employment benefits of the heritage preservation and creative sectors.

### **CITY OF AUSTIN EQUITY STATEMENT:**

Racial equity is the condition when race no longer predicts a person's quality of life outcomes in our community.

The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.

The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.

# HERITAGE TOURISM DIVISION

TO PROMOTE TOURISM THROUGH THE PRESERVATION, RESTORATION OF HISTORIC BUILDINGS, OR PLANNING, EDUCATIONAL AND MARKETING PROJECTS TIED TO A HISTORIC BUILDING, SITE OR DISTRICT.

## Heritage Preservation Grant

- Capital (Bricks-and-Mortar Construction)
- Planning, Educational, and Marketing

# CULTURAL ARTS DIVISION

THESE PROGRAMS SUPPORT EFFORTS TO MARKET AUSTIN ARTS & CULTURE TO TOURISTS AND CONVENTION DELEGATES.

OUR PROGRAM INVESTMENTS WILL NURTURE, SUSTAIN, AND GROW AUSTIN'S CULTURAL ECONOMY FOR THE BENEFIT OF THE CITY AND TOURISTS.

## Art in Public Places Program

- Temporary Art Program (TEMPO)

## Cultural Funding Program

- Nexus
- Elevate
- Thrive

## MUSIC & ENTERTAINMENT DIVISION

THE LIVE MUSIC FUND, ESTABLISHED BY CITY ORDINANCE NO. 20190919-149 ON SEPTEMBER 19, 2019, IS BASED ON RECOMMENDATIONS FROM 2017'S VISITOR TASK FORCE'S FINAL REPORT.

### Live Music Fund Event Program

- 2021 Inaugural Music & Entertainment Cultural Funding Program
- The Live Music Fund Event Program supports Austin's professional music businesses/organizations and musicians/bands that produce and promote live or virtual shows that can be marketed to local audiences, potential tourists, and conventions delegates.

# Questions?

